

ESTTA Tracking number: **ESTTA493959**

Filing date: **09/12/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	New World Mall, LLC		
Entity	Corporation	Citizenship	New York
Address	136-18 39th Avenue, Suite 1001 Flushing, NY 11354 UNITED STATES		

Attorney information	(Kenneth) Cang Li Law Offices of (Kenneth) Cang Li 65 Broadway, Suite 814 New York, NY 10006 UNITED STATES kennethcli@hotmail.com Phone:212-362-6482
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Applicant Information

Application No	85342597	Publication date	08/14/2012
Opposition Filing Date	09/12/2012	Opposition Period Ends	09/13/2012
Applicant	New World Shopping Center Inc. zoulawoffice@yahoo.com c/o William X. Zou, 136-20 38 Ave. #10D Flushing, NY 11354 UNITED STATES		

Goods/Services Affected by Opposition

Class 036. First Use: 2009/02/19 First Use In Commerce: 2009/02/19 All goods and services in the class are opposed, namely: Leasing of shopping mall space; Shopping center services, namely, rental of shopping center space
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Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
Priority and likelihood of confusion	Trademark Act section 2(d)
<i>Torres v. Cantine Torresella S.r.l.Fraud</i>	808 F.2d 46, 1 USPQ2d 1483 (Fed. Cir. 1986)
Other	A Â§1(a) application must include a verified statement that the applicant believes it is the owner of the mark sought to be registered. 15 U.S.C. 1051(a)(3)(A); 37 C.F.R. 2.33(b)(1). An application that is not filed by the owner is void. See TMEP Â§1201.02(b).

Marks Cited by Opposer as Basis for Opposition

U.S. Registration	4160183	Application Date	06/10/2011
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No.			
Registration Date	06/19/2012	Foreign Priority Date	NONE
Word Mark	NW		
Design Mark			
Description of Mark	The mark consists of two circular rings. In the inner ring, there are two stylized hollow letters "N" and "W" overlapping on each other.		
Goods/Services	Class 036. First use: First Use: 2010/08/31 First Use In Commerce: 2010/08/31 Real estate and shopping mall services, namely, brokerage, rental, leasing and management of commercial property, offices, office and shopping center space		

U.S. Application No.	85538436	Application Date	02/09/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	NEW WORLD MALL		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 036. First use: First Use: 2010/07/31 First Use In Commerce: 2010/07/31 shopping mall services, namely, brokerage, rental, leasing and management of commercial property, offices, office and shopping center space		

U.S. Application No.	85538411	Application Date	02/09/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	NW		

Design Mark	
Description of Mark	The mark consists of a logo comprising the lettering "NW" in stylized font in white within a small gold circle, such circle bordered by a small white circle and with a larger gold circle as an outer border, to the left of this element are five Chinese characters in black that translate into New World Mall.
Goods/Services	Class 036. First use: First Use: 2010/07/31 First Use In Commerce: 2010/07/31 shopping mall services, namely, brokerage, rental, leasing and management of commercial property, offices, office and shopping center space

Attachments	85343339#TMSN.jpeg (1 page)(bytes) 85538436#TMSN.jpeg (1 page)(bytes) 85538411#TMSN.jpeg (1 page)(bytes) newworldmalloppositionnotice0001.PDF (27 pages)(2193165 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/kcl/
Name	(Kenneth) Cang Li
Date	09/12/2012

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

NEW WORLD MALL, LLC.)	
)	
Petitioner,)	MARK: NEW WORLD SHOPPING
)	CENTER & DESIGN
)	Serial No. 85/342597
v.)	Published on August 14, 2012
)	Opposition No.
NEW WORLD SHOPPING CENTER INC.)	
)	
Applicant)	

NOTICE OF OPPOSITION

NEW WORLD MALL, LLC. (“Opposer”), a New York corporation, with an office located at 136-18 39th Ave., Suite 1001, Flushing, NY 11354, believes that they will be damaged by registration of the mark shown in Application Serial No. 85/342597 for “leasing of shopping mall space; shopping center service, namely, rental of shopping center space” and hereby opposes same.

The grounds for opposition are as follows:

1. Opposer, by itself and through its predecessors, licensees, and related companies (collectively referred to hereinafter as “Opposer”), has for years been engaged, in interstate commerce, in the business of real estate and shopping mall related services.

2. Since at least as early in September 2009 and July 2010 respectively, Opposer has adopted and been continuously using the marks containing NEW WORLD MALL, the 5 equivalent Chinese Characters plus a NW logo shown hereunder covering real estate and shopping mall services.

3. Opposer is the owner of the following federal trademark registration and applications for the NEW WORLD- formative marks that include the NW logo, NEW WORLD and its Chinese equivalents in connection with real estate and shopping mall related services:

- NW LOGO U.S. Reg. No. 4,160,183
- NEW WORLD MALL No. 85,538,436
- MISC. DESIGN (Chinese equivalents to NEW WORLD MALL No. 85,538,411

The afore-cited registration and applications are subsisting and unrevoked. Opposer owns these cited marks shown therein and the goodwill connected therewith. (See Exhibit A – TARR Printouts of Registration Certificate No. 4160183; Applications Nos. 85538436 and 85538411.)

4. Since its adoption, Opposer's NEW WORLD - formative marks with the unique NW design have been conspicuously applied to Opposer's service. Said service, so marked, has been widely advertised in interstate commerce throughout the United States. By virtue of the widespread sales, advertising and promotion of Opposer's service under the Opposer's NEW WORLD -formative mark and the choice quality of the service themselves, Opposer's NEW WORLD -formative mark is recognized and relied upon as identifying Opposer's service and the Opposer owned NEW WORLD MALL which is now recognized as the New York largest indoor Asian shopping mall, and has come to represent and symbolize a valuable goodwill and business belonging exclusively to Opposer.

5. By the application herein opposed, Applicant seeks to register the mark NEW WORLD SHOPPING CENTER and its Chinese equivalents plus a NW logo for the services identical or highly related to those of Opposer under Int. Class 036 as shown below (to the left is Applicant's mark and right are Opposers') :

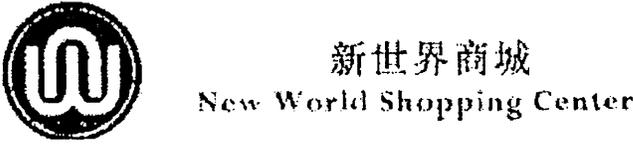
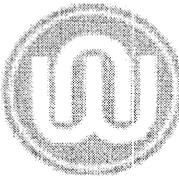
Applicant's Mark In Application No. 85342597	Opposer's Marks registration No. 4,160,183
	
	Opposer's Marks Application No. 85,538,436
	NEW WORLD MALL
	Opposer's Marks Application No. 85,538,411
	

Table - Applicant's Mark and the Opposer's Marks

6. The Opposer's first mark , 183 consists of two circular rings. In the inner ring, there are two stylized hollow letters "N" and "W" overlapping on each other. Applicant's mark also contain a logo which is a 100% copy of that of Opposer's mark. The Opposer's second mark, 436 contains three English words reading NEW WORLD

MALL, while the four English words in applicant mark read NEW WORLD SHOPPING CENTER, which carries the same meaning of New World Mall. The Opposer's third mark, 411 is a combination mark of a design plus five Chinese characters meaning in English NEW WORLD MALL. The design to its left side is exactly identical to Opposer's registered mark No. 4160183.

By total impression, the Applicant's mark is a mere copy from Opposer's above-mentioned three marks in sight, sound, meaning and commercial impression, and the service in the subject application being published are either identical or highly related to those identified in Opposer's mark as both covers shopping center and real estate services.

7. Due to the similarities of Applicant's mark to Opposer's marks, the identical nature of the services offered under the marks, and the extensive reputation of Opposer's NEW WORLD –formative plus NW logo mark, concurrent use of the mark NEW WORLD-formative marks and its Chinese characters meaning 'NEW WORLD MALL OR SHOPPING CENTER' by Applicant and Opposer in the identical field of real estate and shopping center related services would likely result in consumer confusion as to source, sponsorship, approval, or affiliation within the meaning of 15 U.S.C. § 1114 and 1125(a), and, therefore, Opposer is likely to be damaged by registration of Applicant's proposed mark within the meaning of 15 U.S.C. § 1063(a).

8. Upon information and belief, applicant engaged in fraud in the U.S. Patent and Trademark Office (USPTO) by falsely claiming ownership and use in commerce in connection with the services identified in its application knowing that the representations were false, that the misrepresentations were material, and that they were

knowingly made in order to procure a registration.

9. Upon information and belief, the applicant's application is void ab initio because applicant did not use the alleged trademark in commerce prior to the filing date of the application, though filed under Section 1(a) basis. The first use date in commerce of Feb. 19, 2009 shown in the application was the date the applicant was incorporated, and applicant never made a bona fide use of their mark as evidenced by the fact that 1) the New World Mall was not open to business till early 2010, and 2) the applicant was dissolved by proclamation annulment of authority on Oct. 26, 2011 due to inactivity for over a period of two years. Besides, applicant filed petition to revive for the abandoned application on May 31, 2012 seven months after applicant was dissolved. Applicant's deliberate submission of a false and misleading declaration under the penalty of perjury constitutes a fraud. (See Exhibits B – Excerpts from NY Tax Law Section 203, copy corporate record of NYS Department of State Entity Information, and printouts of petition to revive for office action from TARR database).

10. Under Section 1(a)(1) of the Trademark Act, 15 U.S.C. 1051(a)(1), an application based on use in commerce must be filed by the owner of the mark. A §1(a) application must include a verified statement that the applicant believes it is the owner of the mark sought to be registered. 15 U.S.C. 1051(a)(3)(A); 37 C.F.R. 2.33(b)(1). An application that is not filed by the owner is void. See TMEP §1201.02(b). Opposer is in charge of the building management of the NEW WORLD MALL premises and is the first user of the mark comprising the wording NEW WORLD, the five Chinese equivalent characters and the NW logo and has been uninterruptedly using the mark since the onset

of the Mall. Therefore, the legitimate owner of the mark is Opposer who never assigned the mark nor authorized applicant to use its mark. Applicant was merely one of Opposer's subtenants who has no right to claim ownership of the mark being published.

11 Upon information and belief, the two specimens of use submitted by applicant in the USPTO TARR database does not belong to applicant. The first photo specimen showing a sign with a NW logo and the five Chinese characters meaning NEW WORLD MALL on a building fails to show the use of the complete mark due to the material mutilation of the mark shown in the drawing. This sign is the property of Opposer. And the applicant's other specimen, a screen shot of a webpage, was unlawfully taken from Opposer's website without latter's permission. Without authorization by Opposer, Applicant changed the mark in Opposer's website from NEW WORLD MALL to NEW WORLD SHOPPING CENTER and purposely deleted the website address "www. Newworldmallny.com" in early January 2012 and submitted it as a substitute specimen of use to USPTO. Applicant knowingly made a false representation with respect to use of the mark as shown on the two specimens belonging to others constitutes a willful intent to deceive USPTO. (See Exhibits C – Applicant's 2 specimens of use, i.e. photo of a building, a screen shot of a webpage, and a screen shot of Opposer's website taken on January 3, 2012.)

WHEREFORE, Opposer prays that the instant opposition be sustained and application Serial No. 85342597 be denied of registration.

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing NOTICE OF OPPOSITION was served on:

William X. Zou, Esq.
136-20 38 Ave. #10D
Flushing, NEW YORK 11354

By placing same with the U.S. Postal Service, via first class mail, postage pre-paid, this
12 of September, 2012

CERTIFICATE OF ELECTRONIC SERVICE

It is hereby certified that the foregoing NOTICE OF OPPOSITION was served
electronically at <http://esta.uspto.gov> on this 12th day of September, 2012.

By: _____



Name: _____

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(PRINT OUT)

POWER OF ATTORNEY

Opposer has appointed (KENNETH) CANG LI OF LAW OFFICES OF (KENNETH) CANG LI, 65 Broadway, suite 814, New York, N.Y. 10006, its attorneys, to prosecute this opposition proceeding and to transact all business before the United States Patent Office and Trademark Office in connection therewith.

The filing fee for this Op[osition, in the amount of \$300, is deposited herewith.

This 12 day of September, 2012

Respectfully submitted,
For NEW WORLD MALL, LLC

By: 
Law Offices of (Kenneth) Cang Li
Attorneys-At-Law
(Kenneth) Cang Li
65 Broadway, Suite 814
New York, NY 10006
(212) 430-6810
Email: Kennethcli@hotmail.com

Enclosures:

Exhibit A – TARR Printouts of Registration Certificate No. 4160183; Applications Nos. 85538436 and 85538411.

Exhibits B – Excerpts from NY Tax Law Section 203; copy of corporate records of NYS Department of State Entity Information and the printouts of Petition to Revive for office action from TARR database.

Exhibits C – Applicant’s 2 specimens of use, i.e. photo of a building, a screen shot of a webpage. And a screen shot of Opposer’s website taken on January 3, 2012.

EXHIBIT A

United States of America

United States Patent and Trademark Office



Reg. No. 4,160,183

Registered June 19, 2012

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

NEW WORLD MALL LLC (NEW YORK LIMITED LIABILITY COMPANY)
136-21. # 401. ROOSEVELT AVE.
FLUSHING, NY 11354

FOR: REAL ESTATE AND SHOPPING MALL SERVICES, NAMELY, BROKERAGE, RENTAL, LEASING AND MANAGEMENT OF COMMERCIAL PROPERTY, OFFICES, OFFICE AND SHOPPING CENTER SPACE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-31-2010; IN COMMERCE 8-31-2010.

THE MARK CONSISTS OF TWO CIRCULAR RINGS. IN THE INNER RING, THERE ARE TWO STYLIZED HOLLOW LETTERS "N" AND "W" OVERLAPPING ON EACH OTHER.

SER. NO. 85-343,339. FILED 6-10-2011.

JACLYN KIDWELL WALKER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

STATUS DOCUMENTS

Generated on: This page was generated by TSDR on 2012-09-10 16:16:31 EST

Mark: NEW WORLD MALL



US Serial Number: 85538436

Application Filing Date: Feb. 05

Register: Principal

Mark Type: Service Mark

Status: Application has been published for opposition. The opposition period begins on the date of p

Status Date: Sep. 04, 2012

Publication Date: Sep. 04, 2012

Mark Information

Mark Literal Elements: NEW WORLD MALL

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "MALL"

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: shopping mall services, namely, brokerage, rental, leasing and management of commercial p
space

International Class: 036 - Primary Class

U.S Class: 100, 10

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 31, 2010

Use in Commerce: Jul. 31,

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44D: No

Filed 44E: No

Currently 44E: No

Filed 66A: No
Filed No Basis: No

Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: New World Mall, LIC
Owner Address: 136-18 39th Ave, Suite 1001
 Flushing, NEW YORK 11354
 UNITED STATES
Legal Entity Type: CORPORATION

State or Country Where Organized: NEW Y

Attorney/Correspondence Information

Attorney of Record

Attorney Name: (Kenneth) Cang Li, Esq.

Correspondent

Correspondent (KENNETH) CANG LI, ESQ.
Name/Address: (KENNETH) CANG LI, ATTORNEY-AT-LAW
 65 BROADWAY # 814
 NEW YORK, NEW YORK 10006-2503
 UNITED STATES

Phone: 212-430-6810

Fax: 347-42

Correspondent e-mail: kennethcli@gmail.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description
Sep. 04, 2012	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED
Sep. 04, 2012	PUBLISHED FOR OPPOSITION
Aug. 15, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
Jul. 27, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED
Jul. 23, 2012	ASSIGNED TO LIE
Jul. 02, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER
Jun. 25, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED
Jun. 25, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE
Jun. 25, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED
May 22, 2012	NOTIFICATION OF NON-FINAL ACTION E-MAILED
May 22, 2012	NON-FINAL ACTION E-MAILED
May 22, 2012	NON-FINAL ACTION WRITTEN

May 21, 2012 ASSIGNED TO EXAMINER
Feb. 15, 2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Feb. 13, 2012 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information

TM Attorney: LAPTER, ALAIN J

Law Office Assigned: LAW O

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 27,

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 31, 2010

Use in Commerce: Jul. 31,

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes
Filed ITU: No	Currently ITU: No
Filed 44D: No	Currently 44D: No
Filed 44E: No	Currently 44E: No
Filed 66A: No	Currently 66A: No
Filed No Basis: No	Currently No Basis: No

Current Owner(s) Information

Owner Name: New World Mall, LIC
Owner Address: 136-18 39th Ave, Suite 1001
 Flushing, NEW YORK 11354
 UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: NEW Y

Attorney/Correspondence Information

Attorney of Record

Attorney Name: (Kenneth) Cang Li, Esq.

Correspondent

Correspondent (KENNETH) CANG LI, ESQ.
Name/Address: (KENNETH) CANG LI, ATTORNEY-AT-LAW
 65 BROADWAY # 814
 NEW YORK, NEW YORK 10006-2503
 UNITED STATES

Phone: 212-430-6810

Fax: 347-42

Correspondent e-mail: kennethcli@gmail.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description
Aug. 29, 2012	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED
Aug. 14, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED
Aug. 13, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER

Aug. 13, 2012 EXAMINER'S AMENDMENT ENTERED
Aug. 13, 2012 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED
Aug. 13, 2012 EXAMINERS AMENDMENT E-MAILED
Aug. 13, 2012 EXAMINERS AMENDMENT -WRITTEN
Aug. 13, 2012 PREVIOUS ALLOWANCE COUNT WITHDRAWN
Aug. 06, 2012 WITHDRAWN FROM PUB - OG REVIEW QUERY
Jul. 25, 2012 LAW OFFICE PUBLICATION REVIEW COMPLETED
Jul. 23, 2012 ASSIGNED TO LIE
Jul. 02, 2012 APPROVED FOR PUB - PRINCIPAL REGISTER
Jun. 28, 2012 EXAMINER'S AMENDMENT ENTERED
Jun. 28, 2012 NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED
Jun. 28, 2012 EXAMINERS AMENDMENT E-MAILED
Jun. 28, 2012 EXAMINERS AMENDMENT -WRITTEN
Jun. 26, 2012 NOTIFICATION OF FINAL REFUSAL EMAILED
Jun. 26, 2012 FINAL REFUSAL E-MAILED
Jun. 26, 2012 FINAL REFUSAL WRITTEN
Jun. 25, 2012 TEAS/EMAIL CORRESPONDENCE ENTERED
Jun. 25, 2012 CORRESPONDENCE RECEIVED IN LAW OFFICE
Jun. 25, 2012 TEAS RESPONSE TO OFFICE ACTION RECEIVED
May 22, 2012 NOTIFICATION OF NON-FINAL ACTION E-MAILED
May 22, 2012 NON-FINAL ACTION E-MAILED
May 22, 2012 NON-FINAL ACTION WRITTEN
May 21, 2012 ASSIGNED TO EXAMINER
Feb. 16, 2012 NOTICE OF DESIGN SEARCH CODE MAILED
Feb. 15, 2012 NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM
Feb. 13, 2012 NEW APPLICATION ENTERED IN TRAM

TM Staff and Location Information

TM Staff Information

TM Attorney: LAPTER, ALAIN J

Law Office Assigned: LAW O

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Aug. 14

EXHIBIT B



N.Y. TAX. LAW § 203-a : NY Code - Section 203-A: Dissolution of delinquent business corporations

Search N.Y. TAX. LAW § 203-a : NY Code - Section 203-A: Dissolution of delinquent business corporations

- Search by Keyword or Citation

1. On or before the last day of March, June, September or December in each calendar year, the tax commission may certify and transmit to the department of state a list containing the names of any or all such stock corporations and corporations formed for profit, other than corporations formed by or under special acts and other than banking, insurance and railroad corporations, as have not filed reports required under this article during the period of two consecutive years next preceding the date of such certification or as have been delinquent in the payment of taxes for any two years duly assessed pursuant to this article.
2. If the secretary of state, upon comparing the names so certified with his records, shall discover error, he may return the list to the tax commission for correction.
3. The secretary of state shall make a proclamation under his hand and seal of office, as to the corporations whose names are included in such list as finally corrected, declaring such corporations dissolved and their charters forfeited pursuant to the provisions of this section. He shall file the original proclamation in his office and shall publish a copy thereof in the state bulletin no later than three months following receipt of the list by him.
4. Upon the publication of such proclamation in the manner aforesaid, each corporation named therein shall be deemed dissolved without further legal proceedings.
5. The secretary of state shall mail a copy of the state bulletin containing such proclamation to the clerk of each county in the state. The county clerk shall file the copy without charge but need not record it.
6. The names of all corporations so dissolved shall be reserved for a period of three months immediately following the publication of the proclamation, and during such period no corporation shall be formed under a name the same as any name so reserved or so nearly resembling it as to be calculated to deceive, nor shall any foreign corporation, within such period, be authorized to do business in this state under a name the same as any name so reserved or so nearly resembling it as to be calculated to deceive.
7. Any corporation so dissolved may file in the department of state a

NYS Department of State

Division of Corporations

Entity Information

The information contained in this database is current through September 7, 2012.

Selected Entity Name: NEW WORLD SHOPPING CENTER INC.

Selected Entity Status Information

Current Entity Name: NEW WORLD SHOPPING CENTER INC.

DOS ID #: 3776815

Initial DOS Filing Date: FEBRUARY 19, 2009 ✓

County: QUEENS

Jurisdiction: NEW YORK

Entity Type: DOMESTIC BUSINESS CORPORATION

Current Entity Status: INACTIVE - Dissolution by Proclamation / Annulment of Authority (Oct 26, 2011) ✓

Information to reinstate a corporation that has been dissolved by proclamation or annulment of authority by proclamation is available on the New York State Department of Taxation and Finance website at www.tax.ny.gov keyword TR-194.1 or by writing to NYS Department of Taxation and Finance, Reinstatement Unit/Bldg-8, Rm #958, W.A. Harriman Campus, Albany, NY 12227 or by telephone at (518) 485-6027

Selected Entity Address Information

DOS Process (Address to which DOS will mail process if accepted on behalf of the entity)

NEW WORLD SHOPPING CENTER INC.

133-14 39TH AVENUE- 1/F

FLUSHING, NEW YORK, 11354

Chairman or Chief Executive Officer

JIN PING ZHU
 136-20 ROOSEVELT AVE
 2ND FL
 FLUSHING, NEW YORK, 11354

Principal Executive Office

NEW WORLD SHOPPING CENTER INC.
 66 KENSINGTON CIR
 NORTH HILLS, NEW YORK, 11030

Registered Agent

NONE

This office does not record information regarding the names and addresses of officers, shareholders or directors of nonprofessional corporations except the chief executive officer, if provided, which would be listed above. Professional corporations must include the name(s) and address(es) of the initial officers, directors, and shareholders in the initial certificate of incorporation, however this information is not recorded and only available by viewing the certificate.

***Stock Information**

# of Shares	Type of Stock	\$ Value per Share
200	No Par Value	

*Stock information is applicable to domestic business corporations.

Name History

Filing Date	Name Type	Entity Name
FEB 19, 2009	Actual	NEW WORLD SHOPPING CENTER INC.

A **Fictitious** name must be used when the **Actual** name of a foreign entity is unavailable for use in New York State. The entity must use the fictitious name when conducting its activities or business in New York State.

Petition To Revive For Office Action ✓

The table below presents the data as entered.

SERIAL NUMBER	85342597
LAW OFFICE ASSIGNED	LAW OFFICE 105
DATE OF NOTICE OF ABANDONMENT	04/30/2012
PETITION STATEMENT	<p>Applicant has firsthand knowledge that the failure to respond to the Office Action by the specified deadline was unintentional. The signatory did not receive the Office action prior to the expiration of the six-month response period, and requests the USPTO to revive the abandoned application and reissue the Office Action.</p>
MARK SECTION (current)	
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
LITERAL ELEMENT	NEW WORLD SHOPPING CENTER
COLOR(S) CLAIMED (If applicable)	Color is not claimed as a feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	<p>The mark consists of the terms "New World Shopping Center", and above the five traditional Chinese characters from left to right "Xin Shi Jie Shang Cheng" that translate to "New World Shopping Center". The design element is composed of one upside down double-arch, and a single arch filling in the gap created by the double-arch. These arches are enclosed by a circle. There are no integral colors.</p>
MARK SECTION (proposed)	
MARK FILE NAME	<u>TICRS_EXPORT\16 IMAGE\011</u> <u>16-853425-85342597.xml [P]AUG07 11:11</u>
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO

LITERAL ELEMENT NEW WORLD SHOPPING CENTER

COLOR MARK NO

DESCRIPTION OF THE MARK (and Color Location, if applicable) The mark consists of The term "New World Shopping Center", and above the five traditional Chinese characters from left to right which transliterate to "Xin Shi Jie Shang Cheng" and which translate to "New World Shopping Center". The design element is composed of one upside down double-arch or stylized letter W, and a single arch filling in the gap created by the double-arch. These arches are enclosed by a circle. .

PIXEL COUNT ACCEPTABLE YES

PIXEL COUNT 909 x 361

GOODS AND/OR SERVICES SECTION (current)

INTERNATIONAL CLASS 036

DESCRIPTION

Leasing of shopping mall space; Shopping center services, namely, rental of shopping center space

FILING BASIS Section 1(a)

FIRST USE ANYWHERE DATE At least as early as 02/19/2009

FIRST USE IN COMMERCE DATE At least as early as 02/19/2009

GOODS AND/OR SERVICES SECTION (proposed)

INTERNATIONAL CLASS 036

DESCRIPTION

Leasing of shopping mall space; Shopping center services, namely, rental of shopping center space

FILING BASIS Section 1(a)

FIRST USE ANYWHERE DATE At least as early as 02/19/2009

FIRST USE IN COMMERCE DATE At least as early as 02/19/2009

STATEMENT TYPE **"The substitute (or new, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application" [for an application based on Section 1(a), Use in Commerce] OR "The substitute (or new, if appropriate) specimen(s) was/were in use in commerce prior either to the filing of the Amendment to Allege Use or expiration of the filing deadline for filing a Statement of Use" [for an application based on Section 1(b) Intent-to-Use].**

SPECIMEN FILE NAME(S) CHICRS_EXPORT16_IMAGE001



16:853425:85342597.xml | POA0003.JPG

WHCRS-EXPORT16-IMAGEOUT

16:853425:85342597.xml | POA0004.JPG

SPECIMEN DESCRIPTION

The specimen shows the New World Shopping Center mark being used at its official website.

ADDITIONAL STATEMENTS SECTION

DISCLAIMER

No claim is made to the exclusive right to use SHOPPING CENTER and the Chinese characters SHANG CHENG apart from the mark as shown.

PAYMENT SECTION

TOTAL AMOUNT 100

TOTAL FEES DUE 100

SIGNATURE SECTION

PETITION SIGNATURE /William X. Zou/

SIGNATORY'S NAME William X. Zou

SIGNATORY'S POSITION Attorney of record, New York bar member

SIGNATORY'S PHONE NUMBER 718-661-9562

DATE SIGNED 05/31/2012

DECLARATION SIGNATURE /William X. Zou/

SIGNATORY'S NAME William X. Zou

SIGNATORY'S POSITION Attorney of record, New York bar member

SIGNATORY'S PHONE NUMBER 718-661-9562

DATE SIGNED 05/31/2012

RESPONSE SIGNATURE /William X. Zou/

SIGNATORY'S NAME William X. Zou

SIGNATORY'S POSITION Attorney of record, New York bar member

SIGNATORY'S PHONE NUMBER 718-661-9562

✓ DATE SIGNED 05/31/2012

AUTHORIZED SIGNATORY YES

FILING INFORMATION SECTION

SUBMIT DATE Thu May 31 15:59:26 EDT 2012

USPTO/POA-72.89.201.241-2

EXHIBIT C



Applicant's specimen



GRAND
RESTAURANT
名茶

Supermarket



With over 30,000 square feet, the J-Mart Supermarket offers the convenience of filling all of your grocery shopping needs in one place. Over 600 fresh and produce are delivered on a daily basis to guarantee freshness.

KTV box



Located on the third floor adjacent to the Grand Restaurant is a new Hip and Hot Lounge bar. The One N. 321 Lounge features a state-of-the-art fully computerized and professional karaoke system for your ultimate entertainment.

Clothing



New World Mall offers a variety of Asian and non-Asian retail's including Clothing, Fashion Accessories, Shoes & Handbags, Oriental Home Decor, Antiques, High End Jewelry, Electronics, Watches, Accessories, Video Equipment & Cameras, Hair Salons and many more.



美食廣場

Applicant's specimen



- HOME
- ABOUT US
- JMART
- SHOPPING CENTER
- FOOD COURT
- GRAND RESTAURANT
- KTV
- CONTACT US
- DIRECTION

繁體中文 English



Supermarket

With over 30,000 square feet, the J-Mart Supermarket offers the convenience of fulfilling all of your grocery shopping needs in one place. Seafood, meats, and produce will be delivered on a daily basis to guarantee freshness.

KTV box

Located on the third floor adjacent to the Grand Restaurant is a new Hip and Hot Karaoke Bar. The One K-T-V Lounge features a state-of-the-art fully computerized and individualized Karaoke system for your optimum entertainment.

Clothing

New World Mall offers a variety of Asian and non-Asian retailers featuring Clothing, Fashion Accessories, Shoes & Handbags, Oriental Home Decor, Apparels, High End Jewelry, Electronics, Wireless accessories, Video Equipment & Games, Hair salons and many more.



Home About Us Jmart Shopping Center Food Court Grand Restaurant KTV Contact Us Location



Opposer's website